

TO: Tourism Advisory Committee

FROM: David Kleitsch, Economic Development Director

DATE: December 3, 2010

SUBJECT: Director's Report

Committee Membership

Welcome Koren. On November 29, 2010, City Council appointed Koren Spas to the Lynnwood Tourism Advisory Committee Position 7, Retail Representative. All TAC/LTAC members were also reappointed to terms ending December 2011. Thank you all for your willingness to serve.

Smith Travel Report

Snohomish County lodging metrics YTD October 2010 are as follows: Occupancy is 65.5%, up 5.4% compared 2009; RevPar is \$53.82, up 1.1%, and ADR is \$82.14, down 4.2%. By comparison, King County metrics are as follows: occupancy is 68.8% up 7.2%, ADR is \$116.44, down 2.6%, and RevPAR is \$80.12, up 4.5%. October represents the 7th straight month of occupancy increase in Snohomish County. Overall, Snohomish County ranks 2nd in YTD occupancy, behind King County, 12th in ADR and 4th in RevPar. It appears we will finish the year with an overall increase in occupancy, but ADR will most likely remain below 2009.

City of Lynnwood Budget Process

The City continues to face a difficult budget situation. At this time, the tourism work program and budget recommended by the TAC/LTAC remains fully funded. Final adoption of the budget is anticipated in December 2010.

Next Meeting: January 13, 2011